

Key findings at a glance

Awareness of PFAS

67% of the general public were not aware of PFAS

Which products were known to contain PFAS?



65% said Food packaging



63% Non-stick pans



21% Drinking water

Management of PFAS

How to fund removal?



84% supported regulation requiring PFAS-using industries to **reduce and reverse** contamination



77% support additional government funding for **research and innovation**



75% support a fee or tax on these industries for **end of life management** and **environmental clean up**

Taking Action on PFAS

9 in **10** said it is very important to control PFAS in all three of



FOOD



DRINKING WATER



THE ENVIRONMENT

Who should take responsibility for reducing PFAS levels?

- Chemicals manufacturers **74%**
- Product manufacturers **73%**
- UK Government **58%**

Trust to take action is low

- UK government **29%**
- Individual consumers **27%**
- Manufacturers of chemicals or products **14%**

Alternatives to PFAS

What should PFAS alternatives prioritise?

86%



HUMAN HEALTH

71%



THE ENVIRONMENT

18%



PRODUCT PERFORMANCE

12%



COST

Willingness to accept changes to products if toxic PFAS weren't used:

- Lower performance **61%**
- Increased cost **60%**
- Reduced availability **70%**